



Department of Transportation

**ADOPT A RESOLUTION TO ESTABLISH A PLAYHOUSE
PARKING METER ZONE ADVISORY COMMISSION,
AMEND THE MUNICIPAL CODE EXPANDING THE
PARKING METER ZONE BOUNDARIES, AND ADOPT
AN UPDATED METER RATE STRUCTURE**

City Council
May 20, 2024
Item #21





Recommendations

Department of Transportation

1. Find this action is exempt under CEQA;
2. Adopt a resolution establishing the Playhouse Parking Meter Zone Parking Advisory Commission per PMC Chapters 10.45 and 2.98; and
3. Direct the City Attorney to prepare an ordinance within 60 days amending PMC Chapter 10.45.220 to:
 - a. Expand the boundaries of the Pasadena Playhouse parking meter zone and return to City Council with a legal description of the boundaries, consistent with the general description boundaries in Attachment A of the agenda report;



Recommendations

Department of Transportation

- b. Adopt an occupancy-based parking meter rate and authorize the Director of Transportation to set the parking rate at no less than \$1.00 per hour and no greater than \$5.00 per hour as permitted by posted parking regulations.
 - i. The rates shall be based on parking demand, with the goal of reaching occupancy by vehicles at the rate of 70 to 90 percent for parking meter spaces on each block at such times and hours that payment is required;
 - ii. Rate changes taking place no more often than once every six months;



Recommendations

Department of Transportation

- iii. As defined in the agenda report, adopt an escalated parking meter rate allowing the Director of Transportation to set the escalated parking rate to be up to two times the base meter rate for any parking beyond an initial base parking period; and
- iv. Beginning on July 1, 2025, and on each July 1, thereafter, the maximum rates shall be raised by an amount equal to the change in the consumer price index and rounded down to the nearest quarter of a dollar.



Background

Department of Transportation

- Since 2000, the Department of Transportation (DOT) and Pasadena Playhouse Village Association (PVA) have partnered to discuss parking management strategies.
- April 2020 – City retained Dixon Resources Unlimited (Dixon) to help develop strategies to address PVA's parking concerns.





Background – Partnership

Department of Transportation

Dixon and City staff presented a strategic parking management approach to PVA representatives on the following dates:

- > October 12, 2023 - PVA Economic Development Committee
- > November 17, 2023 - PVA Executive Committee
- > December 6, 2023 - PVA Board of Directors



Parking Meter Zone Commission

Department of Transportation

- PVA stakeholders have expressed a desire for a Parking Meter Zone Advisory Commission for the expanded meter zone.
- Per PMC Chapter 2.98, the Council may establish a parking advisory commission.
- The commission would recommend the expenditures of revenues from parking meters within the parking zone for street and parking related purposes which regulate and control traffic and parking.



Parking Meter Zone Commission

Department of Transportation

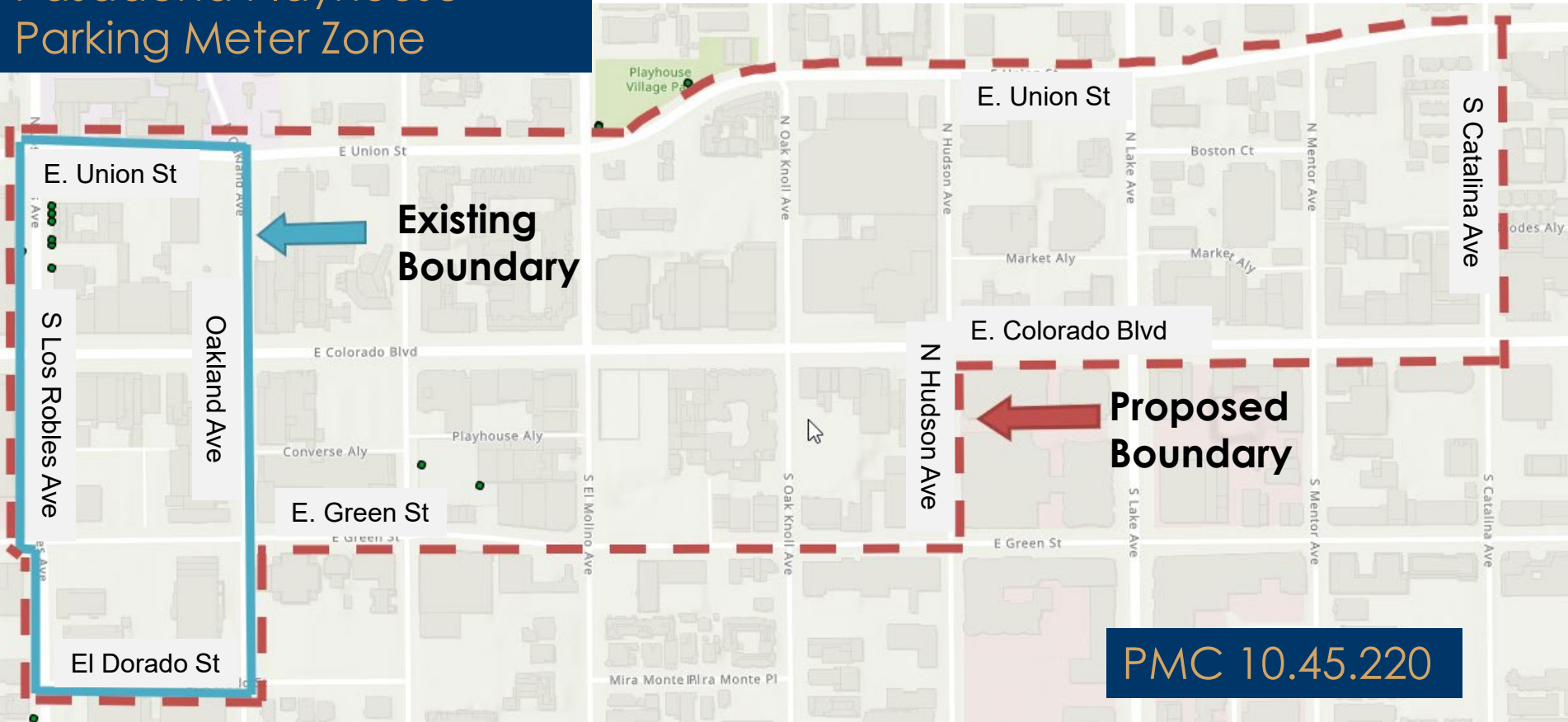
- Per the PMC, the commission shall consist of seven members, of which:
 - > Three represent property owners within the meter zone,
 - > Three represent renters or lessees, and
 - > One “at large” position, who may be either or both.
- All members shall be nominated by the Mayor from recommendations by Councilmembers and confirmed by the City Council.



Parking Meter Zone Expansion

Department of Transportation

Pasadena Playhouse Parking Meter Zone





Parking Strategies

Department of Transportation

1. Occupancy Based Parking Meter Rates by Zone
 2. Escalating Rates beyond the initial base rate parking period
- Parking Industry Standard occupancy rate of 85% or less
 - > Minimize circling by drivers searching for spaces
 - > Reduce oversupply, which is an inefficient use of valuable land



Recommendation

Department of Transportation

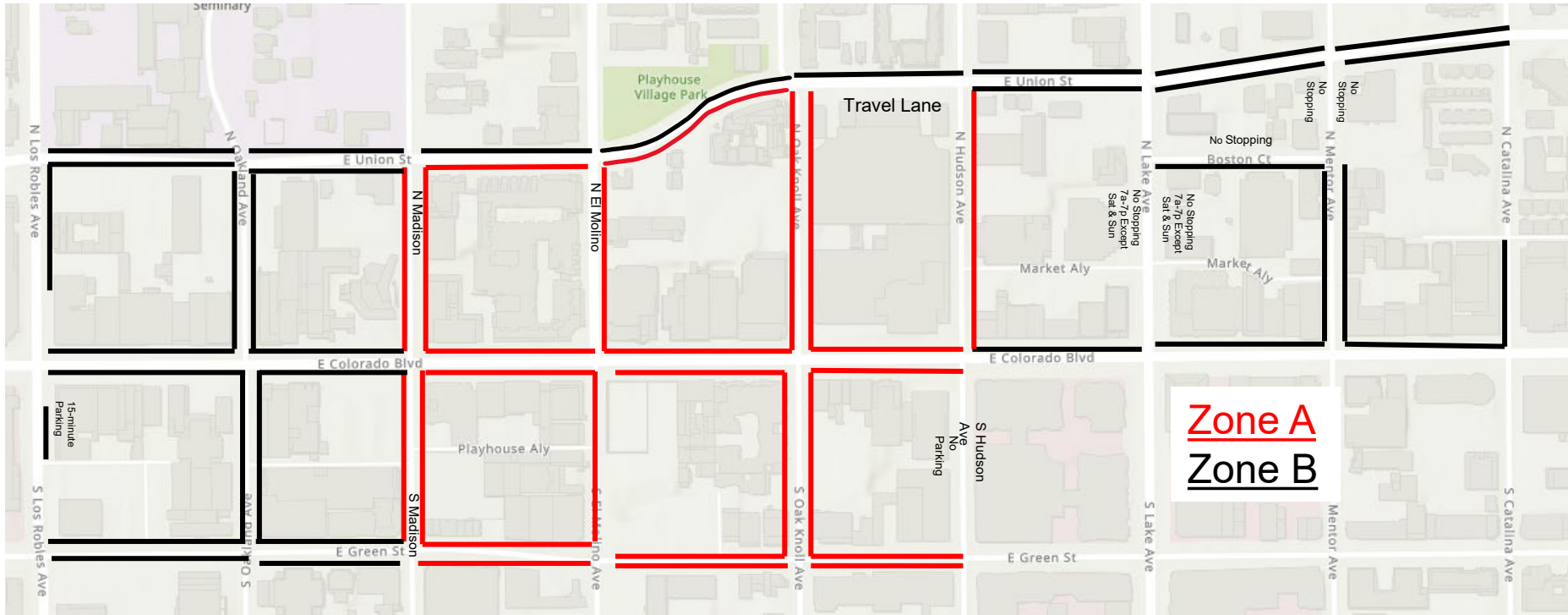
- Adjust the hours of operation from Monday – Friday 9a.m. to 6 p.m. to Monday – Saturday 11 a.m. to 8 p.m.
- Establish occupancy based meter rates, separated into two zones
- Adjust the rates to an escalated meter rate, where the base rate is one cost, and for drivers choosing to stay longer, there would be an increased cost per hour.



Background – Rate Model

Department of Transportation

Pasadena Playhouse Metered Parking Zones



- High Demand Area – Zone A
- Lower Demand Area – Zone B

PASADENA



Background – Rate Model

Department of Transportation

- With this model, the hourly rate increases based on duration.

Playhouse Zones	First Hour	Second Hour	Third Hour
2-hour + Zone A	\$2.00	\$2.00	\$4.00
2-hour + Zone B	\$1.25	\$1.25	\$2.00

- Benefits:
 - > Encourages parking space turnover thus improving on-street availability
 - > Flexibility: pay to stay longer
 - > Enhance the parking experience for customers



Outreach Campaign

Department of Transportation

- Partner with PVA to launch a comprehensive outreach program
 - > Paid Parking Benefits – Educational Component
 - Reduce circling – traffic reduction
 - Increase availability – enhanced customer service experience
 - > Outreach to include:
 - Social Media
 - Signage
 - Website with FAQ



Fiscal Impact

Department of Transportation

- Playhouse Meter Fund (22924017) revenue is estimated to increase by approximately \$750,000 in FY 2025
- Total expenses projected at \$836,885. This includes the pay stations, tax, programming costs, and software fees, as well as \$81,000 for meter signage installation.



Fiscal Impact

Department of Transportation

- City staffing associated with the enforcement, operations, and administration of the new on-street parking meters will be addressed in FY2025. The anticipated annual personnel cost of \$230,000 will be for:
 - Two (2) additional parking enforcement representatives to patrol the expanded parking meter zone; and
 - One (1) additional administrative position to assist with parking citation processing, Commission meeting staffing, and support.



Fiscal Impact

Department of Transportation

- Outreach and education of the new parking meter zone will be cost-neutral due to the partnership with the PVA.
- The future parking meter equipment operations and maintenance costs are anticipated to cost \$96,628 annually. Both costs will be absorbed through the Playhouse Meter Fund (22924017).



Informational

Department of Transportation

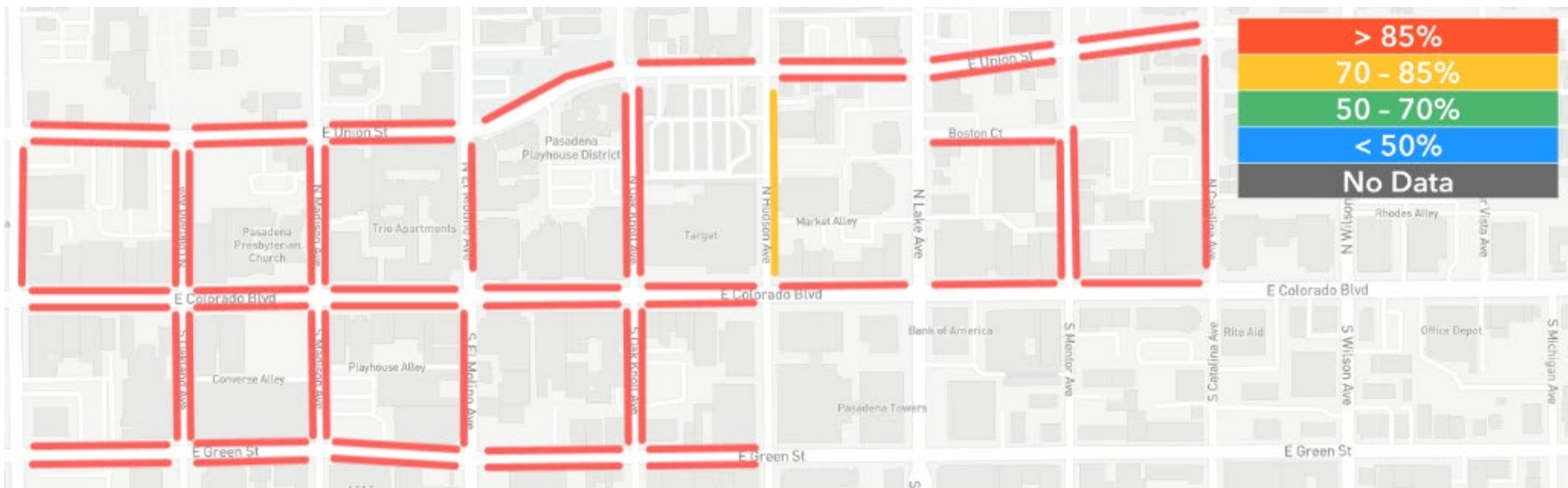
Reference Slides



Occupancy

Department of Transportation

- June 1, 2023 – November 26, 2023
- Using License Plate Recognition technology to gather occupancy data

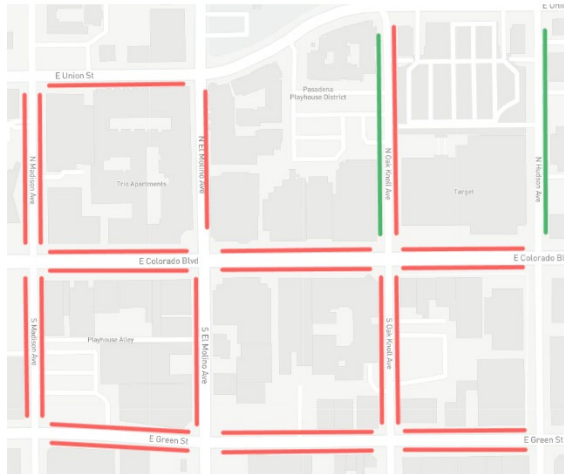




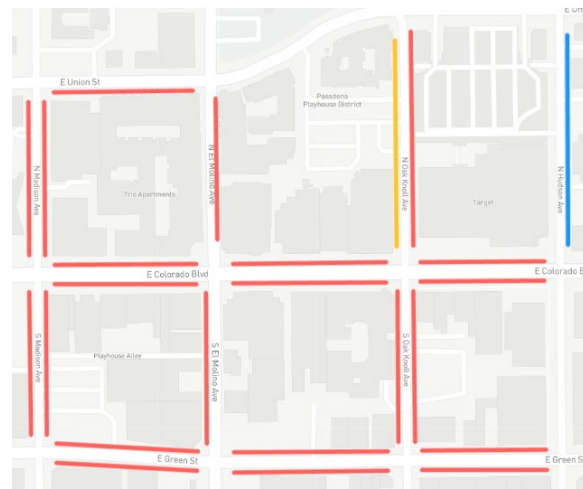
Occupancy – Zone A

Department of Transportation

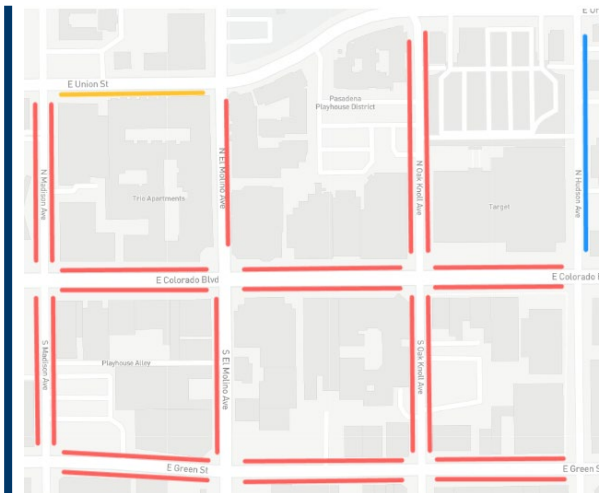
Data Capture Period June 1, 2023 – November 26, 2023



12pm-3pm



3pm-6pm



6pm-9pm

PASADENA



Repeat Parkers – Zone A

Department of Transportation

12pm-3pm

- Thursday – 114
- Tuesday – 96
- Wednesday – 84
- Friday – 71
- Saturday – 25
- Monday – 22

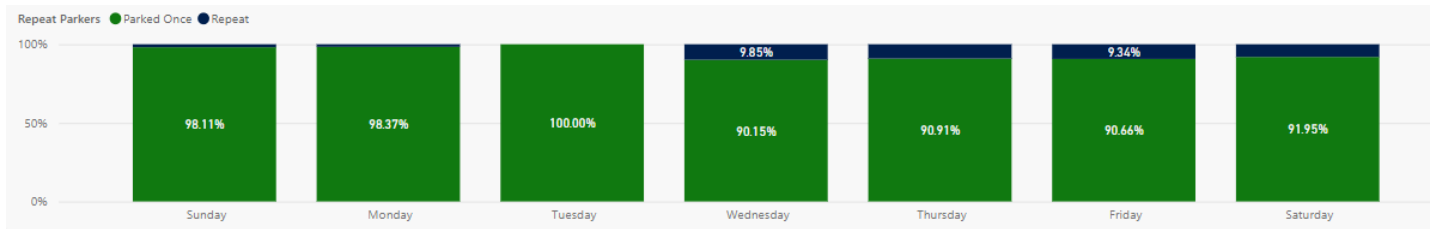
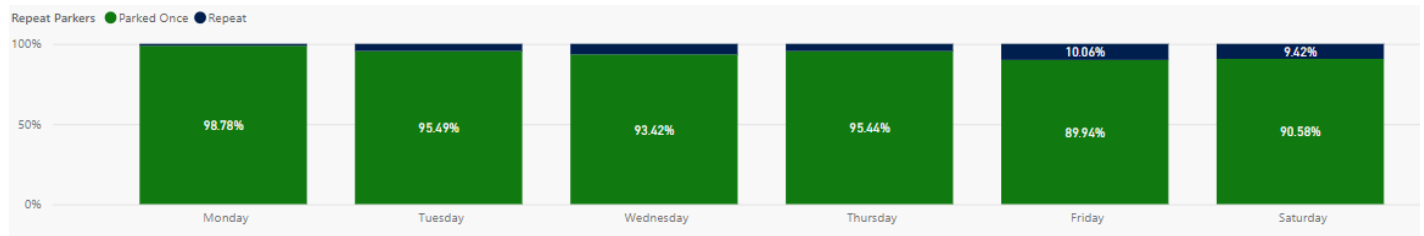
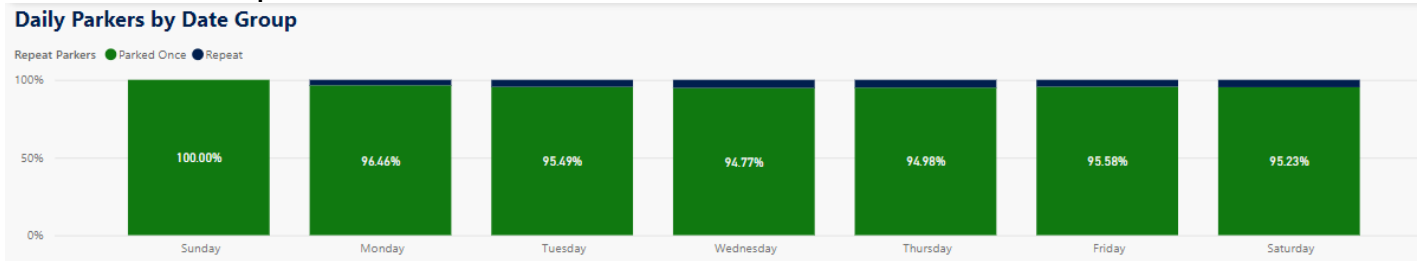
3pm-6pm

- Wednesday – 54
- Thursday – 33
- Friday – 32
- Tuesday – 29
- Saturday – 21
- Monday – 3

6pm-9pm

- Friday – 57
- Wednesday – 32
- Saturday – 26
- Sunday – 5
- Thursday – 1

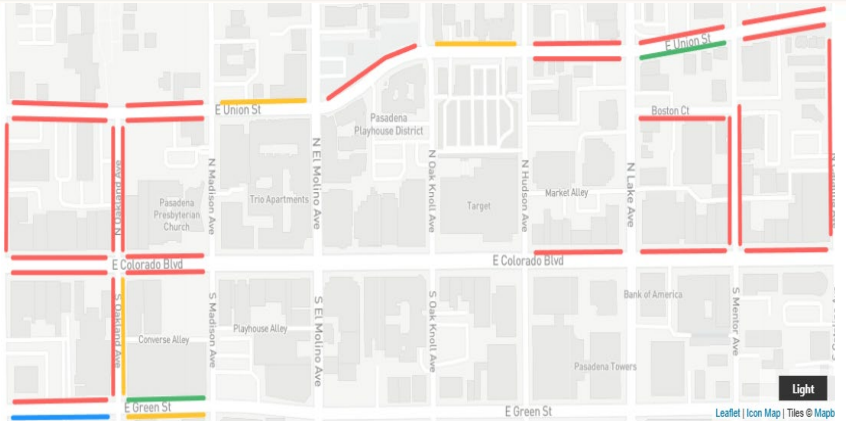
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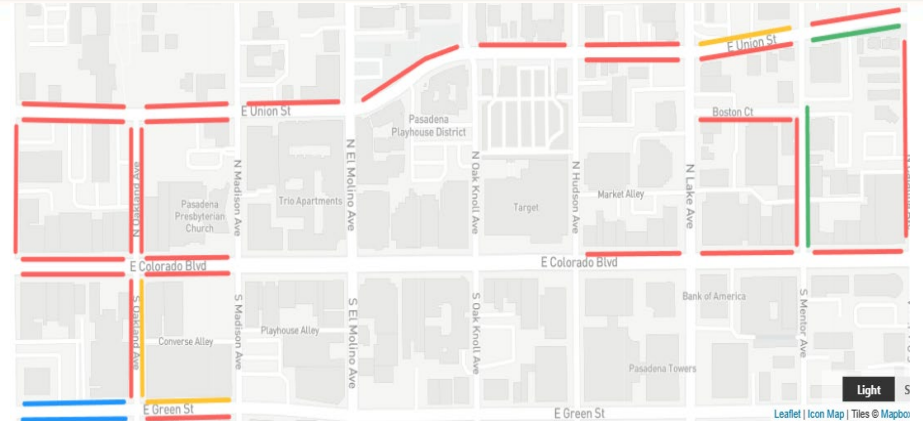


Occupancy – Zone B

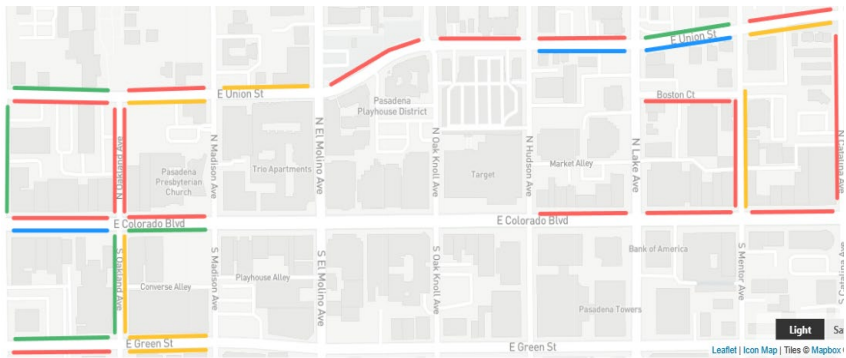
Department of Transportation



12pm-3pm



3pm-6pm



6pm-9pm

Data Capture Period
June 1, 2023 – November 26, 2023



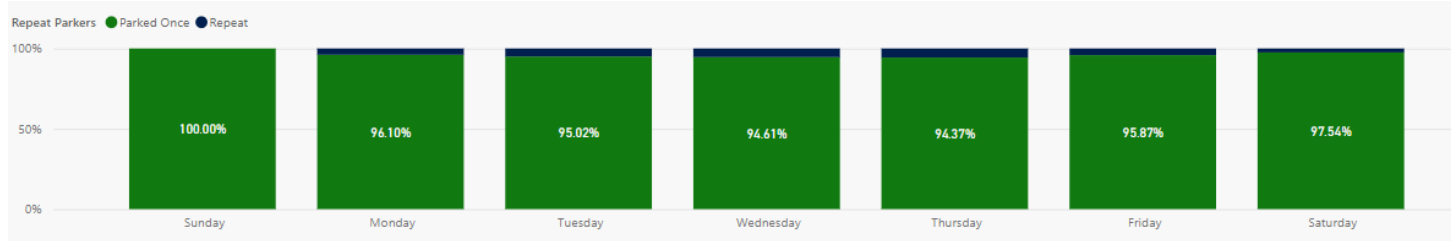
Repeat Parkers – Zone B

Department of Transportation

12pm-3pm

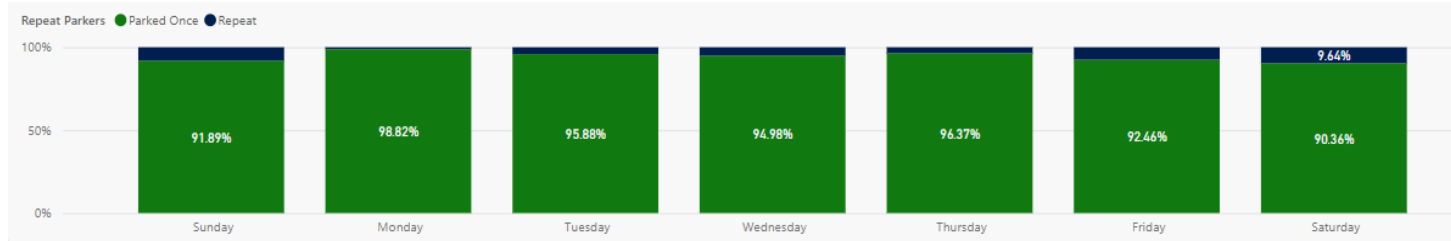
- Thursday – 112
- Tuesday – 93
- Wednesday – 92
- Friday – 70
- Monday – 26
- Saturday – 15

Data Capture Period June 1, 2023 – November 26, 2023



3pm-6pm

- Wednesday – 48
- Thursday – 35
- Friday – 26
- Tuesday – 36
- Saturday – 16
- Monday – 5
- Sunday - 3



6pm-9pm

- Friday – 57
- Wednesday – 32
- Saturday – 26
- Tuesday – 10
- Sunday – 5
- Thursday – 1

